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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/965,148	09/28/2001	Masataka Okayama	H-1014	6260
24956 7590 11/15/2007 MATTINGLY, STANGER, MALUR & BRUNDIDGE, P.C. 1800 DIAGONAL ROAD SUITE 370 ALEXANDRIA, VA 22314			EXAMINER HOSSAIN, FARZANA E	
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary

Application No.

09/965,148

Applicant(s)

OKAYAMA ET AL.

Examiner

Farzana E. Hossain

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 04 September 2007.
- 2a) ☐ This action is FINAL. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-3,5,6,49-54 and 59-64 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-3,5,6,49-54 and 59-64 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 14 September 2001 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All b) ☐ Some * c) ☐ None of:
1. ☒ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____.
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____.
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: _____.

DETAILED ACTION

Response to Amendment

1. This office action is responsive to communications filed 09/04/2007. Claims 1-3, 5, 6, 49-54, 59-64 are pending. Claims 1 and 49-53 are amended. Claims 2, 3, 5, 6 and 54 have been previously presented. Claims 4, 7-48, 55-58 are cancelled. Claims 59-64 are new.

Response to Arguments

2. Applicant's arguments with respect to claim 54 have been considered but are moot in view of the new ground(s) of rejection.

3. Applicant's arguments with respect to claims 1-2, 5-6, 49-53 have been considered but are moot in view of the new ground(s) of rejection.

The rejection of independent claim is now unpatentable over Chernock in view of Safadi. Dependent claims include previously cited prior art. The applicant argues that Zigmond disclose that the source of ad selection rules may be designated in any desired way and that a memory are is not exclusively usable by a respective advertiser.

In response to arguments Zigmond discloses that the rules can be designated in any desired way, which would include an agreement, by the parties (Column 11, lines 54-55) or the rules can be determined unilaterally and one particular entity can have

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sole control (Column 11, lines 56-62). Zigmond discloses that it can one or all or a combination. Chernock discloses that advertisers have exclusive memory areas. See new rejection.

Claim Rejections - 35 USC § 112

4. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

5. Claims 59-64 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

Claims 49-63 recite "memorized" or "memorizes." Memorize means to learn by heart. The meaning of the word is interpreted to be "stored" with the context of the claim. The Office assumes "memorized" to be --stored--. The Office assumes that the "memorizes" to be --stores--.

Claim Rejections - 35 USC § 102

6. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the

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applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

7. Claims 54 and 59 are rejected under 35 U.S.C. 102(e) as being anticipated by Chernock et al (US 6,772,209 and hereafter referred to as "Chernock").

Regarding Claim 54, Chernock discloses a data receiving method of receiving data sent via a broadcast wave or an electric communication line (Column 3, lines 5-6, Column 4, lines 12-15), comprising the steps of:

securing an exclusive memory area, exclusively usable by a respective provider or sender of the data, in a storage area, in response to a corresponding instruction from a user of the data other than the provider or the sender (Column 3, lines 8-10, Figure 4, Column 10, lines 52-62, Column 7, lines 43-47); and storing received data in different memory areas among a plurality of memory areas in a storage unit, which are logically or physically separated from one another, in accordance with an identifier added to the received data (Column 7, lines 31-54, Column 10, lines 8-10), wherein the different memory areas include the exclusive memory area, wherein the received data is stored in the exclusive memory area when the received data is what is desired by the provider or sender to be stored in the exclusive memory area (Column 6, lines 20-23, Column 7, lines 31-54, Column 10, lines 8-10); and wherein the exclusive memory area is a restricted memory area subjected to restriction such that at least one of alteration and deletion of the data is prohibited if based on an instruction from a user of the data receiving apparatus other than the provider or the sender, a provider other than the provider, or a sender other than the

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sender based on the absolute rights which allow the content provider of data to own the storage space for a particular time sold by the user of the box or the source node or the intermediate node (Column 6, lines 20-23, 45-65).

Regarding Claim 59, Chernock discloses a data receiving apparatus for receiving data sent via a broadcast wave or an electric communication line (Column 3, lines 5-6, Column 4, lines 12-15), comprising:

a processing unit (Column 3, lines 8-10, Figure 4, Column 10, lines 52-62, Column 7, lines 43-47); a receiving unit for receiving the data (Column 4, lines 12-15, Column 10, lines 37-51); a storage unit having a plurality of memory areas (Column 6, lines 20-23, Column 7, lines 31-54, Column 10, lines 8-10); a display unit for displaying the received data (Column 7, lines 50-55, Column 4, lines 12-15, Column 3, lines 30-31);

wherein at least one of the memory areas is an exclusive memory area being subjected to restriction prohibiting at least one of writing, reading, alteration and deletion of the data based on instruction from a user of the data receiving apparatus other than a provider or a sender of the data based on the instructions of the source node with access information which detail absolute rights that indicate that a provider owns the storage space for a specific time prohibiting one of writing, reading, alteration and deletion (Column 6, lines 20-23, column 7, lines 35-50);

wherein the received data has a first data and a second data, wherein when the processing unit decides (Column 7, lines 48-62), based on first information attached to the received data, that a part of the received data is the second data, the display unit

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displays a data stored in the storage unit instead of the second data included in the received data or incoming content stream such as a program and control information (Column 5, lines 20-24) includes commercials advertisements that are replaced by resident content or content triggered by control data (Column 7, lines 50-61, Column 13, lines 23-32, Column 11, lines 55-60).

Claim Rejections - 35 USC § 103

8. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

9. Claims 1 rejected under 35 U.S.C. 103(a) as being unpatentable over Chernock in view of Safadi (US 6,742,121).

Regarding Claim 1, Chernock discloses a data receiving apparatus for receiving data sent a broadcast wave or an electric communication line (Column 3, lines 5-6, Column 4, lines 12-15), comprising:

a receiving unit for receiving the data (Column 4, lines 12-15, Column 10, lines 37-51);

a storage unit for storing the received data (Column 4, 62-67, Figure 4) and

a processing unit for securing exclusive memory areas (Column 3, lines 8-10, Figure 4, Column 10, lines 52-62, Column 7, lines 43-47), each being exclusively usable by a respective provider or sender of the data in the storage unit (Column 6, lines 17-30, Column 7, lines 33-54), access to the exclusive memory areas by a user of the data receiving apparatus other than the provider or sender being subjected to restriction, and the securing being in response to a corresponding instruction from the user or only (Column 7, lines 31-54),

wherein the processing unit has an application to manage disk space of an exclusive memory area (Column 10, lines 21-25, 45-67, Column 13, lines 23-35). Chernock is silent that the processing unit sends a memory capacity or a storage time duration of an exclusive memory area onto the electric communication line in accordance with a predetermined schedule, upon reception of a request from the provider or sender over electric communication line or upon detection of occurrence of a damage of the memory area. In analogous art, Safadi disclose that the processing unit sends a memory capacity a memory area onto the electric communication line and checks the capacity in accordance with a predetermined schedule checks of the memory size (Column 10, lines 11-34) or sends the memory capacity onto the electric communication line upon detection of occurrence of a damage of the memory area (Column 10, lines 34-37).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Chernock to include that the processing unit sends a memory capacity a memory area onto the electric communication line upon

detection of occurrence of a damage of the memory area (Column 10, lines 34-37) as taught by Safadi in order to minimize adverse performance effects (Column 10, lines 11-34) as disclosed by Safadi.

Regarding Claim 2, Chernock and Safadi all the limitations of Claim 1. Chernock discloses that the storage unit has a user memory area for storing received data in accordance with an instruction from a user of the data receiving apparatus or the storage unit has memory area including sections owned by the user and content is stored based on the rights associated with the content instructed or given by the user (Column 8, lines 63-67, Column 9, lines 1-15, 55-67, Column 10, lines 1-20).

Regarding Claim 5, Chernock and Safadi disclose all the limitations of Claim 1. Chernock discloses that an identifier added to the received data, the processing unit determines if the received data is data to be stored in the exclusive memory area (Column 9, lines 23-64, Column 15, lines 3-10).

Regarding Claim 6, Chernock and Safadi disclose all the limitations of Claim 1. Chernock discloses that the storage unit has a plurality of exclusive memory areas logically separated from one another in association with a plurality of providers or senders (Column 3, lines 8-10, Figure 4, Column 10, lines 52-62, Column 6, lines 17-30, Column 7, lines 33-54).

10. Claim 3 is rejected under 35 U.S.C. 103(a) as being unpatentable over Chernock and Safadi as applied to claim 2 above, and further in view of Hanai et al (US 2005/0160455 and hereafter referred to as "Hanai").

Regarding Claim 3, Chernock and Safadi disclose all the limitations of Claim 2. Chernock and Safadi are silent on a storage unit for a user memory area for storing received data with an instruction from a user of data receiving apparatus. Hanai discloses an entertainment system which a provider transmits data to a user's receiver (Figure 1, Figure 2) in accordance with an instruction from a user of the data receiving memory area (Figure 5, Figure 6, Figure 7). Hanai discloses processing unit or record manager displaying on a display unit an unused memory capacity or available capacity (Page 4, paragraph 0051), a used memory capacity (Figure 10, Page 4, paragraph 0051) of the user memory area. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination to include processing unit or record manager displaying on a display unit an unused memory capacity or available capacity (Page 4, paragraph 0051), a used memory capacity (Figure 10, Page 4, paragraph 0051) of the user memory area in accordance with an instruction from a user of the data receiving apparatus (Figures 5-7) as taught by Hanai in order to for the receiver to choose the optimal record media based on program data quantity (Page 1, paragraph 0008) as disclosed by Hanai.

11. Claims 49-53 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chernock in view of Safadi as applied to claim 1 above, and further in view of Zigmond et al (US 6,698,020 and hereafter referred to as "Zigmond").

Regarding Claim 49, Zigmond, Lund and Coleman disclose the limitations of Claim 1. Chernock discloses a plurality of exclusive memory areas stores sub data

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about a commercial or service catalog (Column 3, lines 8-10, Figure 4, Column 10, lines 52-62, Column 6, lines 17-30, Column 7, lines 33-62) and that the memory areas are exclusive to advertisers who pay for rights which include absolute or conditional (Column 6, lines 19-21). Chernock disclose collecting data about what the user watches (Column 10, lines 28-36). Chernock and Safadi are silent on the other memory areas store main data about a broadcast program. In analogous art, Zigmond discloses that wherein those memory areas which are other than a exclusive memory area, which stores advertisement data and rules only by advertisers (Column 11, lines 50-65, Figure 5, 83), stores main data about a broadcast program (Figure 5, 81); and the exclusive memory area stores sub data about a commercial or service providing offer by advertisers only (Figure 5, 86, 83, 82). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination to include those memory areas which are other than the exclusive memory area, which stores advertisement data and rules by advertisers only (Column 11, lines 50-65, Figure 5, 82, 83), stores main data about a broadcast program (Figure 5, 81, Column 10, lines 34-37) as taught by Zigmond in order to allow the user to have more control over the selection of advertisements to increase advertising revenue for the networks by using data provided by headend for what the viewers watch to target the correct audience (Column 1, lines 7-11, 44-54) as disclosed by Zigmond.

Regarding Claim 50, Chernock, Safadi and Zigmond disclose the limitations of Claim 49. Chernock discloses the processing unit changes sub data included in main data to sub data stored in the exclusive memory are when (Column 7, lines 33-62).

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Zigmond discloses the processing unit for changing sub data included in the main data to the sub data stored in the memory area and displaying the main data containing the changed sub data on a display unit or the ad selection criteria uses the parameters and rules to change the sub data or advertisement (Column 14, lines 1-12, Figure 5, 83, Column 11, lines 13-49).

Regarding Claim 51, Chernock, Safadi and Zigmond disclose the limitations of Claim 50. Chernock discloses the processing unit changes sub data included in main data to sub data stored in the exclusive memory area when (Column 7, lines 33-62). Zigmond discloses that the processing unit changes sub data included in the main data to the sub data stored in the memory area when making a decision that an expiration period of the sub data included in the main data has passed or with any time sensitive advertisements another advertisement can replace it (Column 14, lines 4-12).

Regarding Claim 52, Chernock, Safadi and Zigmond disclose the limitations of Claim 50. Chernock discloses the processing unit changes sub data included in main data to sub data stored in the exclusive memory (Column 7, lines 33-62). Zigmond discloses that the processing unit changes sub data included in the main data to the sub data stored in the exclusive memory area in accordance with a priority order predetermined for the sub data stored in the exclusive memory area or a certain advertisement is displayed in reference to a specific program being displayed (Column 12, lines 66-67, Column 13, lines 1-3), an advertiser makes it a priority that his advertisement is shown regardless of programming (Column 12, lines 44-59), the profile of a particular viewer creating the priority of the advertisements (Column 2, lines 33-43),

or the viewer selecting a particular advertisement or a default advertisement (Column 17, lines 3-9).

Regarding Claim 53, Chernock, Safadi and Zigmond disclose the limitations of Claim 49. Chernock discloses the processing unit inserts the sub data in the main data and displays the main data having the inserted sub data (Column 7, lines 33-62). Zigmond discloses comprising a processing unit for inserting the sub data in the main data and displaying the main data having inserted sub data (Figure 5, Figure 6).

12. Claims 60 and 61 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chernock in view of Hite et al (US 5,774,170 and hereafter referred to as "Hite").

Regarding Claim 60, Chernock discloses all the limitations of Claim 59. Chernock discloses). Chernock disclose control data that the control data triggers the replacement of the second information by the data stored in the exclusive memory area (Column 7, lines 50-61, Column 13, lines 23-32, Column 11, lines 55-60). Chernock does not explicitly discloses that second information accompanies the received data other than first information or triggering control data, whether the second data is able to be replaced with the stored data. In analogous art, Hite discloses processing unit decides, based on second information attached to the received data other than the first information, whether the second data is able to be replaced with the stored data (Figure 5, 438, Column 9, lines 16-30, Column 7, lines 35-50). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Chernock to include processing unit decides, based on second information attached to

the received data other than the first information, whether the second data is able to be replaced with the stored data (Figure 4, 438, Column 9, lines 16-30, Column 7, lines 35-50) as taught by Hite in order to determine commercials that do not match so that the targeted commercials to the users (Column 3, lines 45-62, Column 4, lines 41-61) as disclosed by Hite.

Regarding Claim 61, Chernock discloses all the limitations of Claim 59. Chernock discloses commercials, data, advertisements are stored in an exclusive memory area and that display unit displays a data stored in an exclusive memory area (Column 6, lines 20-23, column 7, lines 35-55). Chernock does not explicitly disclose based on an order of priority determined for at least one of a data stored. Hite discloses based on an order of priority determined for at least one of a data stored, the display unit displays a stored data (Column 3, lines 45-62, Figure 4, 438, Column 9, lines 16-30, Column 7, lines 35-50). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Chernock to include based on an order of priority determined for at least one of a data stored, the display unit displays a stored data (Column 3, lines 45-62, Figure 4, 438, Column 9, lines 16-30, Column 7, lines 35-50) as taught by Hite in order to determine commercials that do not match so that the targeted commercials to the users (Column 3, lines 45-62, Column 4, lines 41-61) as disclosed by Hite.

13. Claim 62 is rejected under 35 U.S.C. 103(a) as being unpatentable over Chernock in view of Lewis (US 2003/0040962) and Zigmond.

Regarding Claim 62, Chernock discloses a data receiving apparatus for receiving data sent via a broadcast wave or an electric communication line (Column 3, lines 5-6, Column 4, lines 12-15), comprising:

a processing unit (Column 3, lines 8-10, Figure 4, Column 10, lines 52-62, Column 7, lines 43-47); a receiving unit for receiving the data (Column 4, lines 12-15, Column 10, lines 37-51); a storage unit having a plurality of memory areas (Column 6, lines 20-23, Column 7, lines 31-54, Column 10, lines 8-10); a display unit for displaying the received data (Column 7, lines 50-55, Column 7, lines 50-55, Column 4, lines 12-15, Column 3, lines 30-31);

wherein at least one of the memory areas is an exclusive memory area being subjected to restriction prohibiting at least one of writing, reading, alteration and deletion of the data based on instruction from a user of the data receiving apparatus other than a provider or a sender of the data based on the instructions of the source node with access information which detail absolute rights that indicate that a provider owns the storage space for a specific time prohibiting one of writing, reading, alteration and deletion (Column 6, lines 20-23, column 7, lines 35-50);

wherein the received data has a first data and a second data, wherein when the processing unit decides (Column 7, lines 48-62), based on first information attached to the received data, that a part of the received data is the second data, the display unit displays a data stored in the storage unit instead of the second data included in the received data or incoming content stream such as a program and control information (Column 5, lines 20-24) includes commercials advertisements that are replaced by

resident content or content triggered by control data (Column 7, lines 50-61, Column 13, lines 23-32).

wherein the received data includes a plurality of first data or a plurality of programs (as the node maintains information for the programs viewed) (Column 10, lines 28-35) and a plurality of second data or video clips (Column 5, lines 30-32, Column 11, lines 55-60);

wherein when the processing unit decides, based on information attached to the received data or control data, that a part of the received data is the second data or video clips, the processing unit stores the second data in the exclusive memory area (Column 8, lines 63-67, Column 9, lines 1-15, 20-45, Column 6, lines 20-23, Column 11, lines 38-64).

Chernock is silent on wherein when the processing unit decides, based on information attached to the received data, that a part of the received data is the first data, the processing unit stores the first data in the memory areas other than the exclusive memory area, and wherein when the display unit displays the second data memorized in the exclusive memory area, the display unit displays the first data memorized in the memory areas other than the exclusive memory area.

Lewis discloses receiving a plurality of a first data and a plurality of second data (Pages 17- 18, paragraphs 0179-0187), the processing unit storing the advertising data in to exclusive memory areas or advertising sections or spaces or data boxes that re purchased by providers including advertisers (Page 18, paragraphs 0186-0187), the processing unit decides based on information attached to the received data that part of

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the received data is the first data or based on identification of program information a program (Page 14, paragraph 0152, Page 17, paragraph 0173) and the processing unit stored the first data into memory areas another than the exclusive memory area or based on programs sent to the user first data is recorded on the VR/DMS system other than the advertising sections which are reserved for the content providers including advertisers (Page 15, paragraphs 0155, 0157). Zigmond discloses that when the display unit displays the stored second data, the display unit displays the stored first data or the display unit displays the stored first data from the memory areas and stored second data (Column 14, lines 1-12).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Chernock to include the processing unit decides based on information attached to the received data that part of the received data is the first data or based on identification of program information a program (Page 14, paragraph 0152, Page 17, paragraph 0173) and the processing unit stored the first data into memory areas another than the exclusive memory area or based on programs sent to the user first data is recorded on the VR/DMS system other than the advertising sections which are reserved for the content providers including advertisers (Page 15, paragraphs 0155, 0157) as taught by Lewis in order to enable the user and the provider to sell or rent sections of storage and to allow customer profiles to help the sections to target commercials for the particular customer (Page 18, paragraphs 0186-0187, Page 2, paragraph 0012) as disclosed by Lewis. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the

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combination to include when the display unit displays the stored second data, the display unit displays the stored first data or the display unit displays the stored first data from the memory areas and stored second data (Column 14, lines 1-12) as taught by Zigmond in order to provide allow users to watch the most current advertisements (Column 14, lines 1-12) as disclosed by Zigmond.

14. Claims 63 and 64 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chernock in view of Zigmond.

Regarding Claims 63, Chernock discloses all the limitations of 59. Chernock discloses that discloses that the display unit displays the entire second data stored in the exclusive memory area (Column 8, lines 63-67, Column 9, lines 1-15, 20-45, Column 6, lines 20-23, Column 11, lines 38-64). Chernock is silent on in case the entire second data is displayed, the display unit displays the first data memorized in the memory areas. In analogous art, Zigmond discloses that advertisements are stored in a storage area and programs are recorded and in case the display unit displays the stored second data, the display unit displays the stored first data or the display unit displays the stored first data from the memory areas and stored second data (Column 14, lines 1-12). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination to include in case the display unit displays the stored second data, the display unit displays the stored first data or the display unit displays the stored first data from the memory areas and stored second data (Column 14, lines 1-12) as taught by Zigmond in order to provide allow users to

watch the most current advertisements (Column 14, lines 1-12) as disclosed by Zigmond.

Regarding Claims 64, Chernock discloses all the limitations of 59. Chernock discloses that discloses that the display unit displays the entire second data stored in the exclusive memory area (Column 8, lines 63-67, Column 9, lines 1-15, 20-45, Column 6, lines 20-23, Column 11, lines 38-64). Chernock is silent on in case the entire second data is displayed, the display unit displays the first data memorized in the memory areas. In analogous art, Zigmond discloses that advertisements are stored in a storage area and programs are recorded and in case the display unit displays predetermined the stored second data or based on selection criteria, the display unit displays the stored first data or the display unit displays the stored first data from the memory areas and stored second data (Column 14, lines 1-12). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the combination to include in case the display unit predetermined the stored second data or based on selection criteria, the display unit displays the stored first data or the display unit displays the stored first data from the memory areas and stored second data (Column 14, lines 1-12) as taught by Zigmond in order to provide allow users to watch the most current advertisements (Column 14, lines 1-12) as disclosed by Zigmond.

Conclusion


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15. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Farzana E. Hossain whose telephone number is 571-272-5943. The examiner can normally be reached on Monday to Friday 7:30 am to 3:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Christopher Kelley can be reached on 571-272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

FEH
November 4, 2007


CHRIS KELLEY
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2600